

oOh! Plan Case Study

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Intro

oOh! Plan: Improving Multi-Network Campaign Decision Making

oOh! Plan is oOh!media's campaign planning tool. Sales teams use it to build campaign options for clients across Street, Rail, Billboard and Retail networks.

I redesigned how campaigns are set up and compared, turning a single-network form into one decision flow for multi-network campaigns.

Company	oOh!media
Role	UX Designer
Responsibilities	UX, UI, User Research, AI Prototyping, Usability Testing
Team	Product, engineering and sales stakeholders
Tools	Figma, FigJam, Claude, Replit

At a glance

- **4 networks in one flow:** Street, Rail, Billboard and Retail planned in a single campaign
- **One decision model** from setup (Option Form) to evaluation (Option Results)
- **Cards to comparison table:** campaign options compared side by side on price, performance and availability
- **Validated with AI prototypes** before engineering build, with sales users and stakeholders

Context

oOh! Plan was built to bring campaign planning together from fragmented legacy systems. At first, it only supported single-network campaigns, such as Street.

As the business expanded into Billboard and Retail, sales teams needed to plan across several networks in one workflow. The product had not been designed for this. That created a gap between what the system could scale to and how well users could make structured decisions across networks.

Problem

Multi-network planning meant trading off price, availability and performance, but the system didn't support this as a structured decision. Users made campaign decisions without a consistent framework, and had low confidence when comparing and selecting options.

Every campaign involved three decisions:

Decision	What users had to work out
Campaign mix	The right mix of Billboard, Retail, Street and Rail to balance reach and strategy
Budget and pricing	Budget and pricing under constraints such as network, market, frame type and campaign objective
Trade-off evaluation	Which of several campaign options performs best

Four system constraints made these decisions hard:

- **Fragmented pricing model.** Pricing and market rules were different for each network, so campaigns couldn't be set up in one place.
- **Disconnected information.** Users had to piece together information from several sections to understand campaign performance.
- **Layout didn't fit the decision.** The card-based layout couldn't hold information-dense options, so key signals were hard to spot and compare.
- **No shared way to compare.** Key metrics weren't aligned across options, which reduced confidence in side-by-side decisions.

My role

I led the end-to-end design of the campaign planning experience: persona and journey mapping, user flows, UI for both the setup and results screens, AI prototyping and usability testing.

I worked with the product team, engineers and sales stakeholders, and used interactive prototypes to align everyone on the decision model before engineering started.

Understanding users

The main users are Business Managers in sales. Their job is to turn a client brief into accurate, timely proposals, without rework or duplicated data entry.

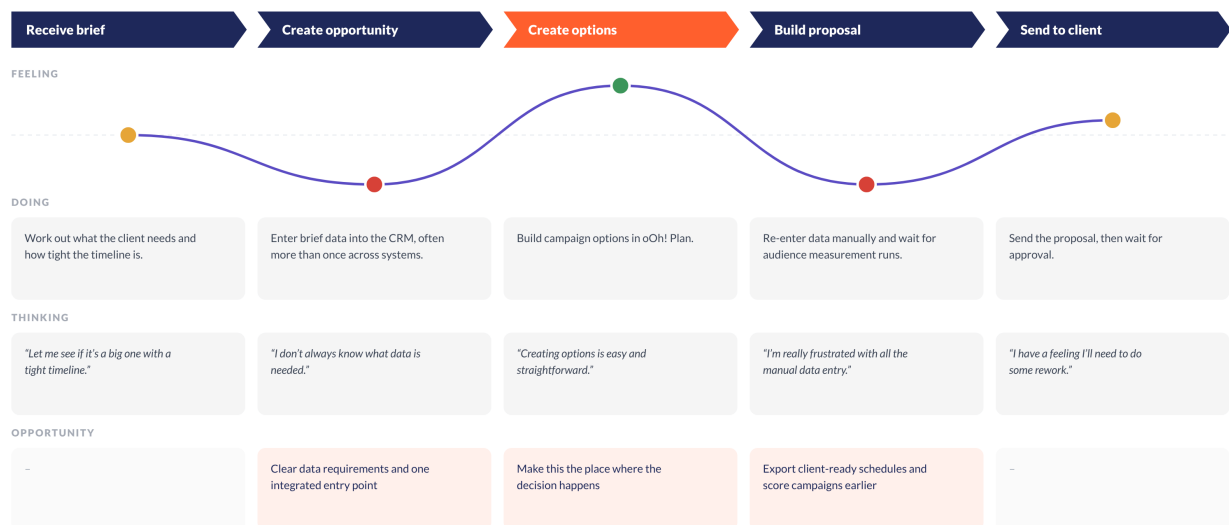
"Efficiency and accuracy are key. I need to ensure our bookings are timely, and everything flows seamlessly without the constant back-and-forth of corrections."

Pains: unclear data requirements in the CRM, constant switching between tools, mismatches between planned and booked panels, repetitive manual data entry and multiple approval loops.

I mapped their journey from brief to proposal: Receive brief → Create opportunity → Create options → Build proposal → Send to client. Creating options in oOh! Plan was the one positive moment. The lows sat on either side of it, in manual data entry and waiting for other systems. So the goal was to make oOh! Plan the place where the real campaign decision happens, not just one more step.

From brief to proposal: where the journey dips

Business Manager journey. Creating options was the only high point, so oOh! Plan became the place to make the real campaign decision.



Recreated for the portfolio. Internal system names removed.

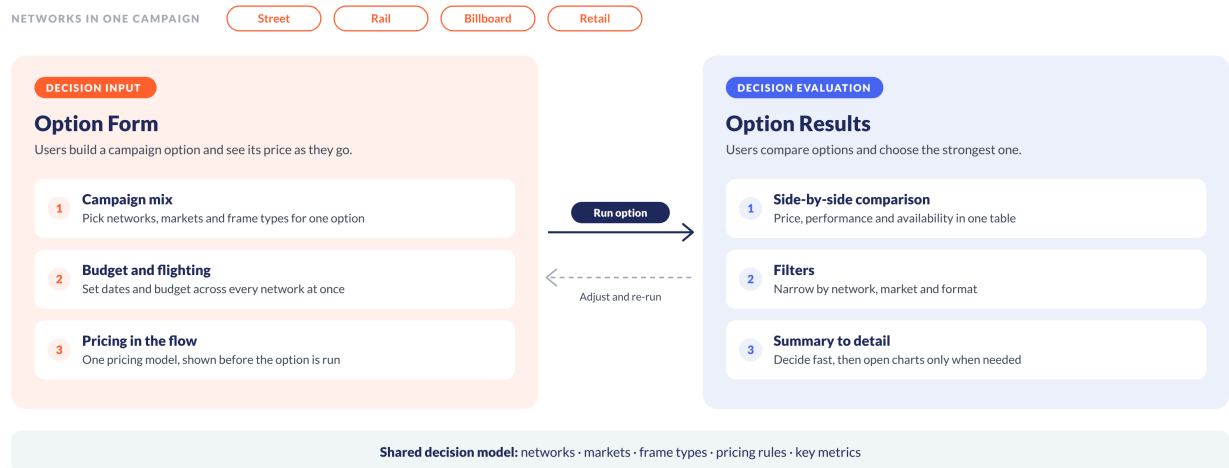
Design approach: one decision system

I reframed the work from fixing two screens to designing one decision system. It spans two layers: the **Option Form**, where users put in their decisions, and **Option Results**, where they evaluate them.

Both layers share the same networks, pricing and metrics, so what users set up is exactly what they compare.

One decision system, from setup to evaluation

Both layers share the same networks, pricing and metrics, so what users set up is exactly what they compare.



Recreated as a schematic for the portfolio.

Key design decisions

1. Option Form: from configuration to decision input

Before: the form only supported one network at a time, and pricing rules didn't work across networks. Multi-network campaigns had to be pieced together, so decisions started fragmented.

What I changed:

- **One pricing model across networks.** Pricing rules were standardised, so every network is set up the same way.
- **Multi-network setup in one flow.** Users choose Street & Rail, Billboard or Retail, then add markets and frame types to one option elements table.
- **Pricing inside setup.** Option pricing sits in the same form, so users see trade-offs while they build, not after they run the option.

The form stopped being a settings screen and became the first step of the decision.

Option Form: from configuration to decision input

The old form handled one network at a time. The new one builds a multi-network option and shows its price before it runs.

BEFORE

oOh! Plan

Build Your Option

Option Details

Option Name

Fixed partnership? Pricing Adjustment Factor (%)

Budget and Flighting

Start Date End Date

Market ☐ NSW ☐ VIC ☐ QLD ☐ SA ☐ WA ☐ ACT

Frame Type ☒ Blend ☐ Digital ☐ Classic

Add

Market	Frame	Wk 1	Wk 2	Wk 3	Total

Targeting & Exclusion

Prohibitions

Run Option

AFTER

oOh! Plan

Build Your Option

Option Details

Option Name Start Date End Date

Budget and Flighting

Network ☒ Street & Rail ☐ Billboard ☐ Retail

Market ☐ NSW ☐ VIC ☐ QLD ☐ SA ☐ WA ☐ ACT

Frame Type ☒ Blend ☐ Digital ☐ Classic

Add

Network	Market	Frame	Allocation	Total

Option Pricing

Network	Frames	Media	Production	Total

Targeting & Exclusion

Prohibitions

Run Option

1 Network choice

Street & Rail, Billboard or Retail, in the same form

2 One elements table

Every network, market and frame type in one place

3 Pricing in the flow

One pricing model across networks, shown before running

Recreated as wireframes for confidentiality. Data and pricing removed.

2. Option Results: from cards to a comparison table

Before: each option was a long card. Comparing three multi-network options meant scrolling and matching numbers by eye.

What I changed:

- **A side-by-side comparison table** with the same key metrics for every option: price, performance and availability.
- **Filters** by network, market and format, to focus on what matters for a brief.
- **Summary and detail views.** The table supports a quick decision, and each option opens into a detail view with charts by network, market and week.

Users can now decide quickly and dig deeper only when they need to.

Option Results: from cards to a comparison table

Long cards made users match numbers by eye. A shared table puts every option side by side, with detail one click away.

BEFORE

oOh! Plan

Your Option Result

Option 1

Dates

Pricing factor

Rates

Frames

Budget requested

Budget achieved

Markets

Prohibitions

Option 2

Dates

Pricing factor

Rates

Frames

Budget requested

Budget achieved

Markets

Prohibitions

Option 3

Dates

Pricing factor

Rates

Frames

Budget requested

Budget achieved

Markets

Prohibitions

Same metric, three places to look

AFTER

oOh! Plan

Option Results

Network ▼ Market ▼ Format ▼

Option	Networks	Dates	Total budget	Achieved	Frames	Availability
Option 1	S R					View
Option 2	S B Re					View
Option 3	B					View

Option 2 - Detail view

Budget by network

Budget by market

Budget by week

Summary to detail

1 Side-by-side table

Same key metrics for every option, in one row each

2 Filters

Focus on the networks, markets and formats in the brief

3 Summary to detail

Decide from the table, then open charts when needed

Recreated as wireframes for confidentiality. All figures removed.

AI prototyping

Instead of static mock-ups, I built interactive prototypes with AI tools, so sales users and stakeholders could click through the real decision flow.

This let us test the decision model with users in days, before any engineering build. It also reduced delivery risk, because key assumptions were checked before they were coded.

Usability testing

I tested the prototype with sales users and grouped the feedback through affinity mapping. Four findings stood out:

- **Multi-network planning in one UI is valuable.** Users valued planning several networks in one workflow, especially for broadcast campaigns. It cut context switching and simplified setup.
- **It feels familiar and easy to use.** Interaction patterns matched tools users already knew. Horizontal scrolling across weeks was singled out as helpful, a clear improvement on the current tool's limited timeline view.
- **Planning is only the starting point.** For large-format campaigns, users still refine plans for site quality, market spread, signature sites and network clustering. They saw the tool as a strong starting point, not the final plan.
- **Pricing logic needs more work.** Pricing varies a lot across large-format networks. Users asked how network differences, discounts and special deals would be handled.

Findings 1 and 2 confirmed the direction. Findings 3 and 4 shaped what came next.

Impact

- **Faster, more confident decisions** across the multi-network planning workflow
- **Less rework** between setup and evaluation, because trade-offs are made earlier and in a structured way
- **Clearer comparison** of campaign options through one shared comparison framework
- **Lower delivery risk**, with key assumptions validated through interactive prototypes before build

What's next

Testing showed two clear next steps: align pricing logic across large-format networks with the commercial team, and support the refinement steps that come after the first plan, such as site quality and market spread.

What I learned

- **Design the decision, not the form.** Users weren't slowed down by fields. They were slowed down by not knowing which option was better. Framing the work as a decision system changed every screen.
- **Match the layout to the density of the decision.** Cards look clean, but a comparison needs a table.
- **Prototype to align, not just to test.** Interactive prototypes got sales, product and engineering to agree on the model before any code was written.